

## ORDER



KLAS

Orders Order / Rev: 37089  
Alt Order #: 08853852  
Product Desc: ISSUE  
Estimate: 1474  
Flight Dates: 10/02/12 - 10/08/12  
Original Date / Rev: 08/23/12 / 08/23/12  
Order Type: GENERAL

Primary AE: Mike Jones  
Sales Office: K-WAS  
Sales Region: National

Agency Name: Great American Media  
Buying Contact:  
Billing Contact:  
1010 Wisconsin Avenue NW  
Washington, DC 20007

Billing Type: Cash  
Billing Calendar: Broadcast  
Billing Cycle: EOM/EOC  
Agency Commission: 15%

Advertiser Name: DCCC  
Demographic: A35+  
Product Codes: PO4  
Priority: LV1  
Revenue Codes: AGY, POL, ISS

New Business Thru:  
Order Separation: 00:10:00  
Advertiser External ID:  
Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	15	\$17,800.00	\$15,130.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$17,800.00	\$15,130.00	0.00
Totals	15	\$17,800.00	\$15,130.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	20%	\$17,800.00
Market	100%	\$89,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$22,250.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$4,450.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/02/12	10/08/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
8 NEWS NOW AT 6A															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 10/02/12		10/08/12	MTWTF--	1	\$1,200.00	0.00									
E 2	8	10/02/12	10/08/12	CBS This Morning	7-9a CM	7-9a	MTWTF--	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
CBS This Morning															

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
<b>CBS THIS MORNING</b>																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/02/12	10/08/12	MTWTF--	1	\$1,000.00	0.00												
E 3	8	10/07/12	10/07/12	8 News Now Sun AM #2CM	8 News Now Sun A-----S	:30	1	\$1,500.00	LV1	0.00	NM	1	\$1,500.00				
8 News Now Sun AM #2																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/01/12	10/07/12	-----S	1	\$1,500.00	0.00												
E 4	8	10/02/12	10/08/12	8 News Now Noon M-F CM	12-1230p	MTWTF--	:30	2	\$850.00	LV1	0.00	NM	2	\$1,700.00			
8 News Now Noon M-F																	
8 NEWS NOW AT NOON																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/02/12	10/08/12	MTWTF--	2	\$850.00	0.00												
E 5	8	10/02/12	10/08/12	8 News Now 4p M-F CM	4-5p	MTWTF--	:30	2	\$1,300.00	LV1	0.00	NM	2	\$2,600.00			
8 News Now 4p M-F																	
8 NEWS NOW AT 4PM & 430PM																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/02/12	10/08/12	MTWTF--	2	\$1,300.00	0.00												
E 6	8	10/02/12	10/08/12	8 News Now 5-630p M-FCM	5-630p	MTWTF--	:30	2	\$1,500.00	LV1	0.00	NM	2	\$3,000.00			
8 News Now 5-630p M-F																	
8 NEWS NOW ROTATION																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/02/12	10/08/12	MTWTF--	2	\$1,500.00	0.00												
E 7	8	10/06/12	10/06/12	8 News Now Sat 5-7p CM	5-7p	-----S-	:30	1	\$800.00	LV1	0.00	NM	1	\$800.00			
8 News Now Sat 5-7p (5:00 PM-5:30 PM)																	
8 NEWS NOW AT 5PM-SAT																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/01/12	10/07/12	-----S-	1	\$800.00	0.00												
E 8	8	10/06/12	10/06/12	8 News Now Sat 5-7p CM	5-7p	-----S-	:30	1	\$800.00	LV1	0.00	NM	1	\$800.00			
8 News Now Sat 5-7p (6:30 PM-7:00 PM)																	
8 NEWS NOW AT 630PM-SAT																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/01/12	10/07/12	-----S-	1	\$800.00	0.00												
E 9	8	10/07/12	10/07/12	8 News Now Sun 5-7p CM	4-430p, 630-7p	-----S	:30	1	\$1,500.00	LV1	0.00	NM	1	\$1,500.00			
8 News Now Sun (5:00 PM-5:30 PM)																	
8 NEWS NOW AT 5PM-SUN																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/01/12	10/07/12	-----S	1	\$1,500.00	0.00												
E 10	8	10/07/12	10/07/12	8 News Now Sun 5-7p CM	4-430p, 630-7p	-----S	:30	1	\$1,500.00	LV1	0.00	NM	1	\$1,500.00			
8 News Now Sun (6:30 PM-7:00 PM)																	
8 NEWS NOW AT 630PM-SUN																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/01/12	10/07/12	-----S	1	\$1,500.00	0.00												
E 11	8	10/06/12	10/07/12	8 News Now 11p Sa/SuCM	11-1135P	-----SS	:30	2	\$1,100.00	LV1	0.00	NM	2	\$2,200.00			
8 News Now 11p Sa/Su (11PM-WKND)																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/01/12	10/07/12	-----SS	2	\$1,100.00	0.00												

Totals 15 \$17,800.00